



## NEWS

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### **Allstate Announces Rate Decreases, Expanded Product Lines, and Expanded Options for West Virginia Consumers**

*Reduction in rates and additional product offerings expected to benefit policyholders and boost business in the state*

Fairfax, Virginia, April 28, 2005—Allstate today announced it would offer a series of incentives to West Virginians in the form of reduced rates, expanded product lines, and a wider variety of coverage options in the state. The incentives were made possible by the recently enacted legislative reforms that prohibit third party bad faith lawsuits and permit homeowner insurers to re-underwrite their book of business.

New changes announced today include an 11.5% decrease in Bodily Injury Liability rates for Allstate Insurance Company auto policyholders, which equates to a statewide average rate decrease of 4.2%. This change is slated to become effective July 2005.

Allstate also announced that it would forego any homeowners insurance rate increases for one year, until at least July 2006.

The company also said it will expand its underwriting guidelines in West Virginia for both homeowners and auto insurance, beginning June 20, 2005. Under the new relaxed underwriting guidelines, Allstate will accept many new home and auto customers who currently would not qualify for coverage.

"Allstate is very pleased to offer lower rates, as well as provide new products to new and existing customers in the state of West Virginia," said Patty VanLammeren, Field Vice President, Allstate Capital Region. "Allstate's new investment in the state would not have been possible without Governor Joe Manchin's leadership and commitment to reforming West Virginia's insurance laws. His efforts, along with the leadership of Senate President Earl Ray Tomblin and House Speaker Bob Kiss, were instrumental to restoring stability to the West Virginia insurance market."

In addition to the premium savings, West Virginians will be able to choose from a wider range of Allstate coverage options. New products in the pipeline for West Virginia consumers include:

- A **new and innovative auto policy** slated to be introduced early next year. The new auto policy will offer West Virginians more choice than ever in selecting auto insurance suited to their needs. Features will include:
  - Up to 5% reduction in premium with a Value Plan package.
  - Expanded discounts for good drivers.
  - Expanded coverage options and benefit packages currently unavailable from most auto insurers in the state.
- Re-introduction of the **Personal Umbrella Policy** (extended liability coverage) with new product and pricing slated for rollout in June 2005.
- New coverage for **identify theft** as an endorsement to the homeowner policy expected to be introduced in September 2005.
- A newly designed **homeowner policy** is expected in 2006. The new homeowners policy will feature expanded pricing and coverage options and an additional insured trust endorsement.

The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer. Widely known through the "You're In Good Hands With Allstate®" slogan, Allstate helps individuals in more than 16 million households protect what they have today and better prepare for tomorrow through more than 12,900 exclusive agencies and financial specialists in the U.S. and Canada. Customers can access Allstate products and services through Allstate agencies, or in select states at [allstate.com](http://allstate.com) and 1-800 Allstate®. Encompass<sup>SM</sup> and Deerbrook® Insurance brand property and casualty products are sold exclusively through independent agents. Allstate Financial Group provides life insurance, annuity, retirement, banking and investment products through distribution channels that include Allstate agencies, independent agencies, worksite, financial institutions and broker-dealers.

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